

Dr. Peterson
Commerce Society for Young Executives

7:45-9 a.m. Wednesday, Nov. 20, 2013

Glad to be here. How many of you are Georgia Tech graduates? I always want to get the “lay of the land.” Came to Georgia Tech 4 ½ years ago. I was at the University of Colorado at Boulder.

Tell about the scouting trip you and Val took, attending the game with no one knowing. People asked why you would leave Boulder. Solutions to some of society’s greatest challenges would be developed at places like Georgia Tech; I wanted to be a part of it.

I have found that to be true. Global presence, 21,000 students, 6 colleges.

Nearly 47% (new stat from Amy Henry—up from 43%) of Tech’s B.S. recipients have an international experience before they graduate. Programs encourage students to go places, and our curriculum stresses real-world projects.

Students are changing the world (either David Ku Pneumonia Check, MAID or Erica Tyburski AnemoCheck example)

This is an exciting time in Higher Education mainly because of the speed in which things are changing. In September I spoke on a panel at the CoLab Atlanta program and Tom Friedman was the closing speaker. He wrote “The World is Flat” in 2004 – less than 10 years ago. He shared that in 2011 he began working on “That Used to be Us”. The first thing he did was to go back to the first edition of “The World is Flat” just to remind himself of what he said. He got it off the bookshelf and tried to look up Facebook in the index, and it wasn’t there. When he was running around saying “The World is Flat: we’re wall connected! Friedman noted that

- Facebook didn’t exist,
- twitter was still a sound,
- the Cloud was still in the sky,

- 4-G was a parking place,
- Linked in was a prison,
- applications were what you sent to college
- Big Data was a rap star, and
- Skype was a typo.

All of that happened in the 7-year-period after he wrote *The World is Flat*.

Last year I read an article in *Newsweek* about the prediction of flu epidemics around the world. The article indicated that one of the most reliable ways to predict the outbreak of the flu is by simply observing the number of hits on the internet in a particular region of the world – it is more accurate and a better predictor than some of the sophisticated models that have been developed. Simply using groups sourcing technology (i.e., information) and monitoring the numbers of people who are experiencing flu symptoms and then going on the Internet, we can create a highly predictive technique. And that in and of itself, is something that I find tremendously exciting and significant.

The rate of change we are experiencing reveals that we can't prepare people for the latest technology and think that we've done our job. The latest technology when they are freshmen is already outdated when they graduate. We need to prepare people to be leaders, innovators, problem solvers, and life-long learners.

Georgia Tech embeds industry funded innovation and competitions throughout its problem-based learning curriculum. More than 40 percent of Georgia Tech inventors are either graduate or undergraduate students, and more than 70 percent of invention disclosures list at least one student as an inventor.

Georgia Tech is the third leading developer of patents in the state of Georgia, behind AT&T and Kimberly Clark.

Georgia Tech, in partnership with Atlanta, has created an innovation zone in the city. As a result, the major companies have been attracted to the Metro Atlanta area including AT&T, Ernst & Young (EY), GM, Kimberly Clark, Panasonic, Penguin Computing, NCR, and ThyssenKrupp.

Tech Square 10th anniversary. The concept started with the 1996 Olympics when 5th street temporarily became the main entrance to the Georgia Tech campus.

- Partnership with Atlanta, Midtown Alliance, DOT, philanthropy
- Took leadership, vision, and risk taking

Talk about your thoughts on leadership.

Questions/discussion